TELEVISION

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INSIDE TV / BY PETER JOHNSON

'Good Morning America' gets changes at the top

News from the morning front: ABC's *Good Morning America* has a new executive producer, and competitor *CBS This Morning* is heading to Cuba next month.

Bob Reichblum, a *GMA* line producer, will succeed Jack Reilly as executive producer in January. Reilly, in charge of the top-rated show since 1986, had wanted to pursue other challenges earlier this year but was persuaded to stay.

Reichblum, 36, who joined *GMA* last year after two years as news director at Miami's WPLG, has been producing the show on a rotating basis with other line producers. He's producing *GMA's* November sweeps trip to Puerto Rico.

And speaking of islands, No. 3-rated *CBS This Morning* said Monday that it's sending rising star Giselle Fernandez to Cuba to broadcast live Nov. 3 through Nov. 5. Fernandez, sitting in for co-anchor Paula Zahn, who is on maternity leave, will report on conditions from the world's only communist state. NBC's *Today* plans to stay home for the sweeps, but will send anchor Bryant Gumbel to Boston for several days of Kennedy-related stories.

CNBC

FOUR-FOOTED FUN: But will James Carville get equal time?

U DOG U!: Watch out when your sweetie is a television star on cable TV. Just ask James Carville, the Clinton adviser who is to be married to CNBC *Equal Time* co-host Mary Matalin on Thanksgiving Day. His likeness as a dog (at least in Matalin's eyes) complete with barking sound effect, is featured at the close of each night's show. Matalin came up with the idea after ABC's Sam Donaldson revealed he thought Carville looked like his pet Rhodesian Ridgeback named Cooter Brown. *Equal Time's* design team went to work and, voila!, Cooter Carville emerged. Says Donaldson, "That might be Cooter's head, but that's not Cooter's body."

BRIEFLY: CNN's Larry King will host a 90-minute special Nov. 21 at 8 p.m. ET/5 p.m. PT on the Kennedy assassination called *Where Were You?* A panel including CBS' Dan Rather and JFK aide (and former ABC correspondent) Pierre Salinger will discuss recollections from that day. More than 40 other guests, including President and Hillary Clinton, will reminisce. . . . Fox has ordered nine more episodes of *Sinbad* and *Roc*, and ABC picked up nine more episodes of *Grace Under Fire* and *Lois & Clark*. . . . Finally, at a University of Rhode Island seminar last week, Bob Finke, general manager of WPRI in Providence, said his ratings prove sensational news sells. "I'm in the entertainment business. People put on TV to get educated? When did that happen? You're college-educated people," he told students. "But you're only 10%. The other 90% is as dumb as (expletive) and they're getting dumber."

Tonight's TV listings, 8D